The World's Hottest Game

SPACE INVADERS

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News Media Comments on "SPACE INVADERS"

The West Australian Monday, July 9th, 1979

SPACE INVADERS HAVE PENETRATED JAPAN,

The invasion is spreading to other countries including Australia, this close encounter, however, is not the beginning of the end as predicted by science fiction magazines.

It is a game.

The West Australian June 19th, 1979

"SPACE INVADERS" is a computerized television game that has swept the country since it first appeared last October.

The flashing, bleeping machines are surfacing in amusement arcades, coffee houses, restaurants and hotels.

About 200,000 are now in service and the total is expected to top the ½ million mark before the end of this year.

The West Australian Monday, May 21st, 1979

The spectacular growth in 'Invaders' popularity has not only spawned a battle of the fads—TV game versus pinball machine—but has created a minor monetary headache for the country's treasury.

After only six months the 'Invaders' industry is said to have raked in $1.7 billion.

When comparing pinball machines with SPACE INVADERS the article stated "Invaders is a little different, however, because it is played mostly in coffee shops and by two players. It allows for more socializing".

The Australian 2nd July, 1979

The Leisure Industry is on the verge of a boom—and video games and pinballs have an early lead.

The turnover is about $80 million a year—thus absorbing around 200 new machines a week nationally. One video game has had phenomenal success overseas and is beginning to take off here.

SPACE INVADERS, is the current top seller.

Industry is on the move and so are the machines.